"Enabling Agriculture Innovation and Service Excellence through Geographic Solutions."

USDA Imagery for the Nation Initiative: Building for Managing Partner Success

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December 2010

National Geospatial Imagery History

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1980 — **National High Altitude Photography (NHAP)**

1987 — **National Aerial Photography Program (NAPP)**

1990's — **USGS 1-meter Digital Orthophoto Program**

1993 — **National Digital Orthophoto Programs Committee (NDOP)**

2002 — **National Agriculture Imagery Program (NAIP)**

2004 — **IFTN Concept Annual NSGIC Conference**

2007 — **IFTN Cost-Benefit Analysis for FGDC**

2009 — **FGDC Executive Committee approved an IFTN Record of Decision (ROD)**

DOI Passback Direction for FY2012

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- **OMB Resource Management Officers (RMO) and Office of E-Government (E-Gov) met to prepare agency passback, which included a walkthrough of IFTN future state proposal prepared by the Federal Geographic Data Committee (FGDC); direction to create a substantial business case supporting FY2012 IFTN investment. (November 2009)**
  - ***"By 4/1/2010, the Geospatial Line of Business (GeoLOB) Program Management Office, via the Federal Geographic Data Committee (FGDC), will … submit recommendations for … an FY2012 business case and budget request for Imagery for the Nation …"***
- **DOI in leadership role as Chair for FGDC**
- **USDA included in February 2010 as Joint Business Case partner**
- **USDA Identified as Managing Partner in September 2010**

IFTN is a Collaborative Venture

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- **Imagery for the Nation (IFTN) is an interagency initiative, developed in partnership with state and local government, to address the government's business requirements for imagery.**
  - **The IFTN vision is that *"The Nation will have a sustainable and flexible digital imagery program that meets the needs of local, State, regional, tribal and Federal agencies."***
- **Developed through collaboration among many organizations within the geospatial community, including the Federal Geographic Data Committee (FGDC), the National Digital Orthophoto Programs Committee (NDOP), the National States Geographic Information Council (NSGIC), the National Geospatial Advisory Committee (NGAC), and others.**

IFTN Business Model: Prioritization

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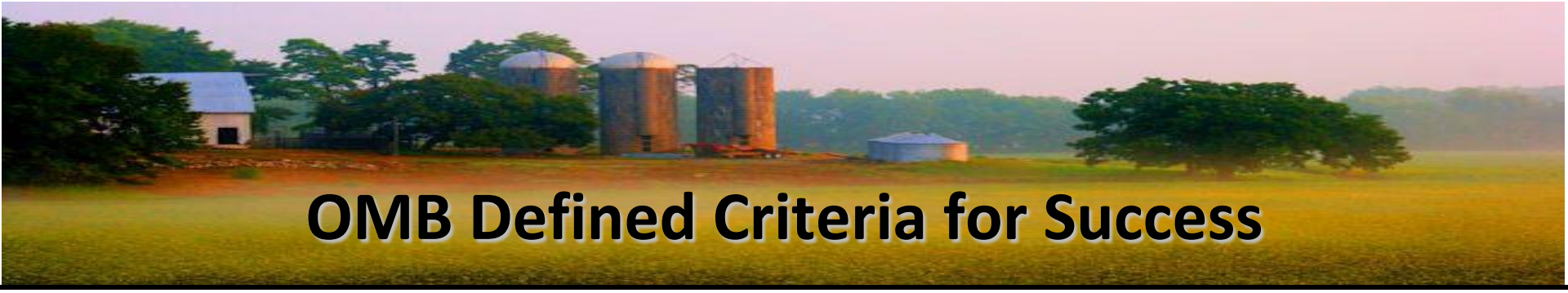
- **All Criteria ranking based upon the COUNTY as the unit of measure; allows for State/County cost-share collaboration without additional Federal support**
- **Criteria Matrix @ State/County will provide an annual scalable (weighted?) approach to objectively 'rack & stack' priorities. The Criteria Matrix will also allow thresholds (minimum or maximum) to be established based upon estimated cost/sq^2/mile of County land area vs. funding availability.**
- **National Priority: no imagery in the United States (CONUS) shall be older than:**
  - **i. 3 years - 1 meter**
  - **ii. 3 years - 1 foot in Metropolitan Statistical Areas**
  - **iii. 5 years - 1 foot in areas with > 35 citizens per square mile**
  - **iv. 10 years – 1 foot in areas with < 35 citizens per square mile**
- **NDOP & 133 Cities (Urban Areas Imagery Program) initiatives shall serve as primary coordination & collection prioritization authority and shall be provided the necessary staff support to develop, assess & maintain the Criteria Matrix.**



OMB Defined Criteria for Success

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- The effort is not about restructuring the IFTN budget but about restructuring the existing business model, i.e. value chain, supply chain, provisioning, etc.
- One business case should represent both DOI and USDA business requirements and mission objectives, and present at least three alternative views of solutions
- Show direct benefits of the alternative funding models for all beneficiaries of IFTN program, i.e. citizens, industry partners, government vertical
- Clear description of how IFTN alternatives would share cost burden across multiple agencies and/or beneficiaries, beyond current DOI and USDA model
- Fully explore range of choices in supporting IFTN. Partnerships, sourcing, linkages and combination to other Whitehouse initiatives
- Develop business case in context of an applied solution, which provides tangible examples of the real benefits of IFTN investment to constituents and consumers

Dependencies

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- **Alignment feasibility with Geospatial Platform Roadmap**
- **IFTN Request for Information (RFI) proposals**
- **Federal agency leadership adoption, alignment, and support**
- **Vertical government endorsement, readiness, and use of new IFTN delivery business model**
- **Maturity of cloud computing business model for imagery products and services delivery**
- **Arguments for closing current performance gaps**
- **Ability to create markets for imagery**

Fundamental Managing Partner Principles

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- **Enable capacity building among IFTN consumers:**
  - Support provisioners and consumers of geospatial assets
  - Extend networked solutions channels and tools
  - Foster collaboration across communities of practice
- **Champion federal enterprise Capability Maturity Model:**
  - Establish standard operating procedures
  - Create repeatable solutions and patterns
  - Facilitate performance measurement and optimization
- **Increase new public service model rate of adoption**
  - Explore, extend, expand, and enhance IFTN business model

Key Management Scope Questions

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- **What is Managing Partner role & responsibilities with:**
  - **Archive and hosting services architecture approach for national database of 0rthoimagery, i.e. federated?**
  - **Urban Area Imagery Program (UAIP) hosted in USGS Earth Resources Observation and Science (EROS) Center**
  - **National Geospatial-Intelligence Agency (NGA) assets**
  - **Geospatial One Stop (GOS) migration to Data.gov**
  - **National Continuity of Operations (COOP)**
  - **National Archives and Records Administration (NARA) data transmittal requirements and practices**
  - **NGA IFTN Request for Information (RFI) proposals implications**

Value Proposition for FSA/APFO

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- NAIP is **program-oriented capability** designed and matured to meet business requirements; built from ground up
- FSA has **history of open resources exchange** with state/local consumers of NAIP; market was created by APFO
- NAIP value represented in **QA/IC process** developed by years of experience; attribution credibility to other agencies data
- FSA/APFO balances compliance functions with **production integrity**; leads to performance innovation
- Collaborative nature of NAIP program **increases ROI**; partnership model results in enterprise capacity building

Customer Perspective

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- **USDA Agencies and other APFO customers conduct much more robust uses of imagery beyond DOI (program planning and analysis, reporting, integrations-mashups, etc., whereas DOI/USGS does relatively little with the imagery assets other than presents them for public consumption)**
- **USDA/FSA/APFO is a trusted partner with agencies, states, local, tribal and industry consumers of NAIP imagery operating at close to CMMI 3 level production**
- **DOI/USGS uses USDA/FSA/APFO imagery assets for their work**

USDA Managing Partner Action Items

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- **Dedicate FSA/OCIO resources to FY2012 IFTN OMB 300/53 completion; need APFO expertise and FSA budgeting competency**
- **Fund vendor resources to support FY2012 IFTN OMB 300/53 completion with SME in geo business models; contract vehicle immediately available**
- **Formalize Managing Partner MOU with DOI and other agencies**
- **Establish executive governance item through EGMO Charter Partners and Stakeholder Advisory Council to identified/address requirements**
- **FGDC Geospatial Line of Business (GLoB) Funding: $1.269M for FY2009 with a *surplus*; explore realignment of FY2010 to for IFTN PMO support**
- **Develop and validate new NAIP business model for imagery consumers**

Current IFTN Activities

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- **Federal Community:**
  - **Interpretation of OMB Budget Passback for FY2012**
  - **Testing and Formulation of GeoCloud Solution (AWS)**
  - **2011 implementation through Project Manager and PMO**
- **USDA Engagement:**
  - **Identify funding for scalable infrastructure and PMO**
  - **Formalize partner resources agreements (MOU)**
  - **Gain support for Green Book allocation/collection**
  - **Work collaboratively across Agency-OCIO mission**

NAIP Vision for IFTN Leadership Actions

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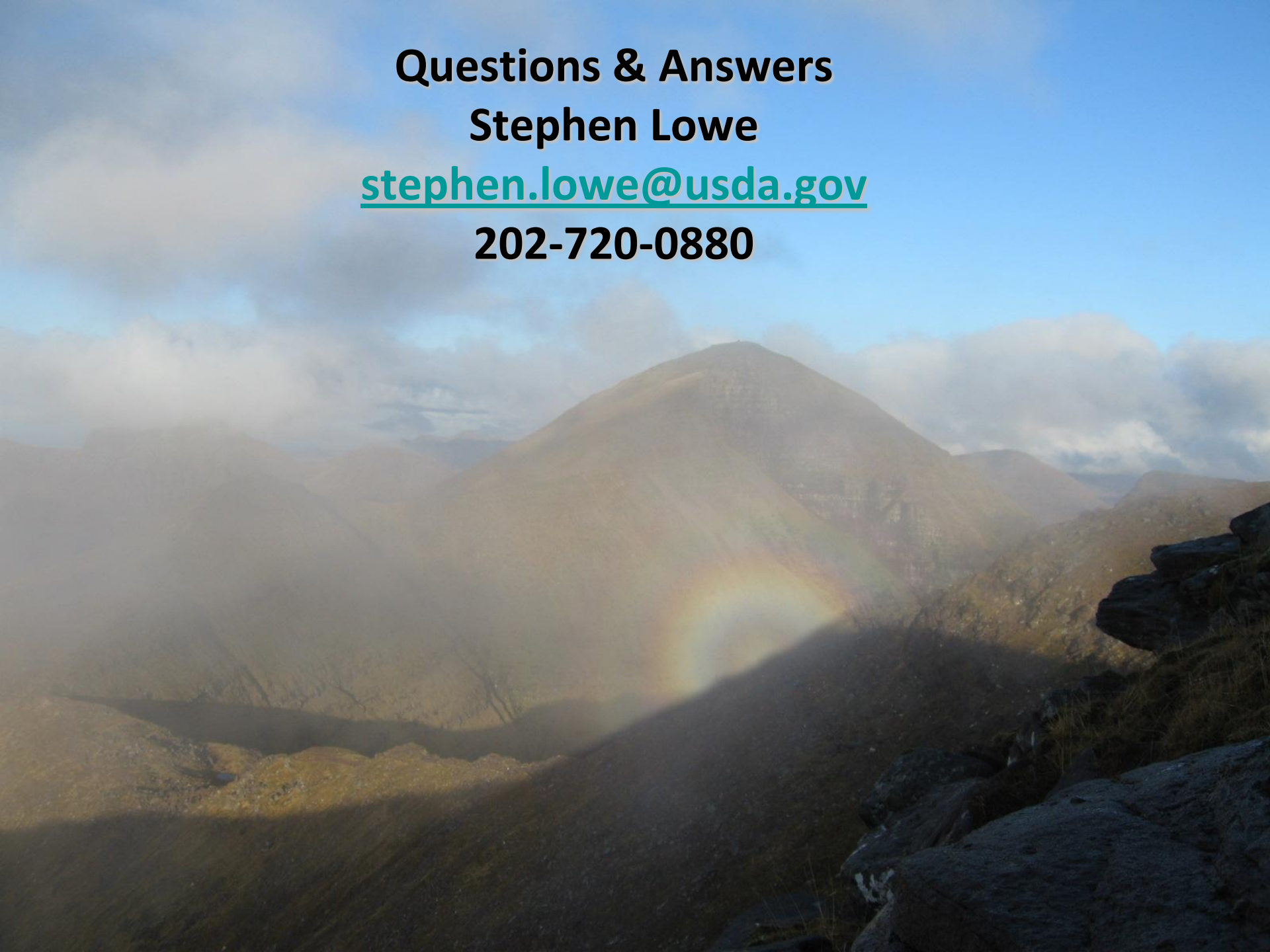
- Organize government resources **as place-based "solutions," rather than simply products or services**
- Rethink the geospatial value chain **in terms of an extended nation-wide enterprise**
- Measure what stakeholders care about **to understand geospatial value contribution**
- Transform technology distribution channels **into communities that work together for mutual goals**
- Empower democratization **through open sharing of geospatial data and service assets**



Questions & Answers

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